

# Community Health Improvement Plan

2012-2016





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**People**



**Place**



**Prosperity**



## Introduction

This document, **Baker County's Community Health Improvement Plan**, is the final in a series of five reports: 1) Community Health Status Profile Report; 2) Community Themes and Strengths Assessment; 3) Community Health Assessment; 4) Comprehensive Strategic Priorities; and 5) Community Health Improvement Plan. This final report was developed as a result of the collaborative efforts by Baker County employees, expert consultants, health care leaders, public health professionals and other vested stakeholders that make up Healthy Baker, the county's formalized leadership council for health improvement.

This Plan is designed to address weaknesses and build upon strengths identified in the community health assessment and provide a clear course of direction for the future of Baker County's Health.

One of the components of the 2011 *Community Health Assessment* was the development of a **Community Dashboard Scorecard**, which identified strategic objectives and set measureable targets to move Baker County's community health improvement process forward. Both the *Assessment* and *Community Balanced Scorecard* serve as the foundation of this *Community Health Improvement Plan*.

The purpose of this plan is to describe the short, mid, and long-term strategies and activities related to the targets associated with each community health indicator and to establish priorities and objectives over the next four years. Likewise, it is designed to connect strategies identified in the Strategic Plan and to align needs and priorities identified in the other reports.

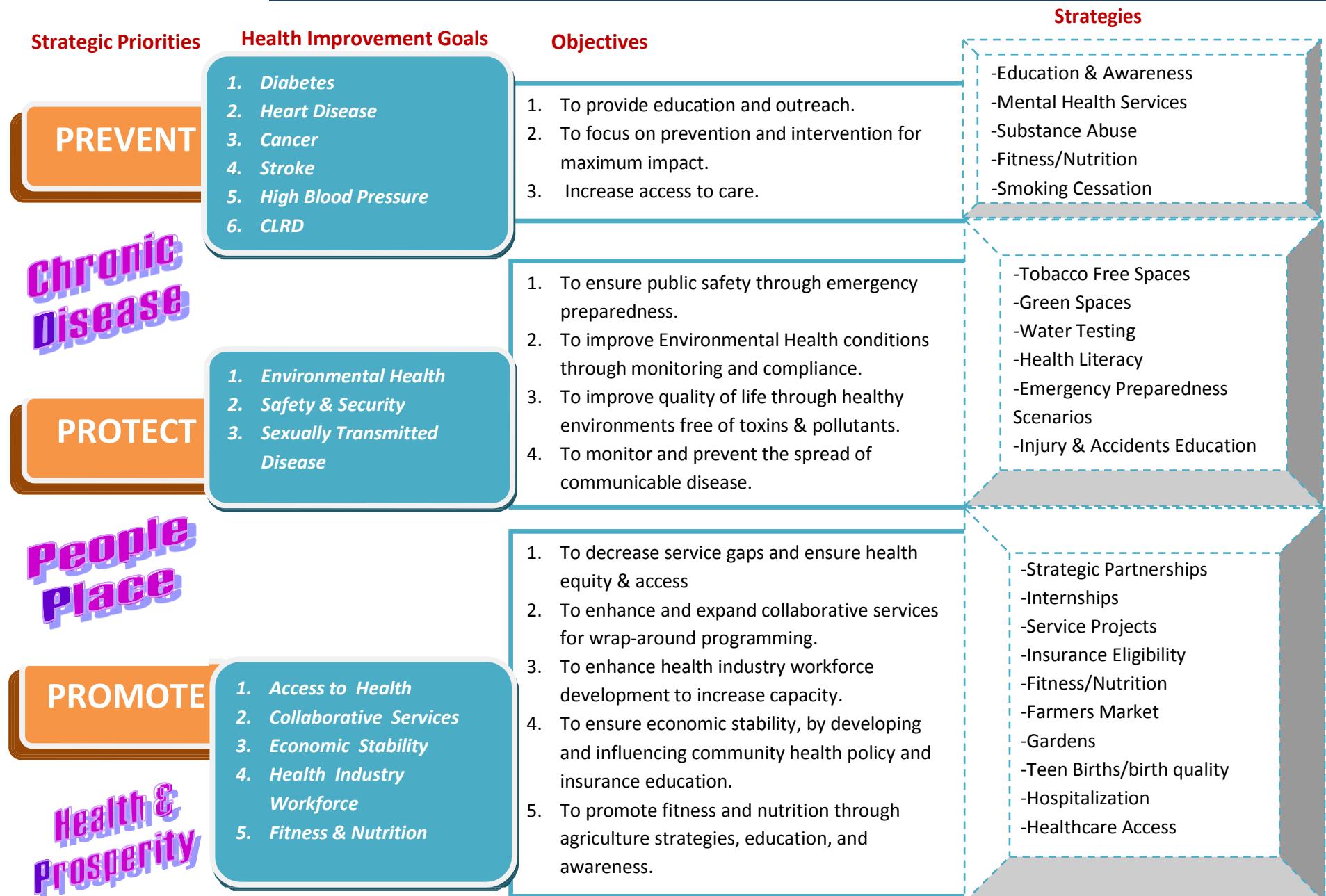
This Community Health Improvement Plan is intended to be used internally to manage our work and resources while presenting strategic health improvement priorities to external customers and stakeholders to help align internal and external assets and strategies.

Whereas, the Strategic Plan focuses on improving the quality of life at the community level with an emphasis on processes, functions, key implications, change agents; key leveraging points, and core strategies. The Community Health Improvement Plan is designed to focus specifically on the health related priorities, goals and objectives. At this time, no policy changes have been identified. However, if changes are needed in the future the Health Department will pursue the necessary channels to make the proper changes. This plan is not intended to serve as a policy or discussion document but as a practical, descriptive document designed to provide managers the flexibility to make decisions about resources and changing priorities. It is designed to allow partners to connect strategies to maximize impact through collaborative efforts. And lastly, it provides staff a quick view of priorities and targeted strategies that will allow opportunities as an organization and an individual to grow and change.

## Table 1: How to Use the Community Health Improvement Plan

<b>BCHD</b>	*Understand priority health issues within the community & use this Plan to guide principles, practices and improve effectiveness and efficiency of services.
<b>Local Employers</b>	*Understand priority health issues within the community & use this Plan and recommended resources to help make your business a healthy place to work. *Educate your team about the link between health and productivity.
<b>Nonprofit and Faith-based Organizations</b>	* Understand priority health issues within the community & talk with members about the importance of overall wellness *Integrate local community health improvement initiatives that support wellness. *Identify opportunities that your organization or individual members may be able to support and encourage participation (i.e. food pantry initiatives, fitness activities, community gardens, connections between in school and out of school activities).
<b>Schools</b>	*Understand priority health issues within the community & use this plan to integrate health topics and health factors (i.e. access to healthy foods, physical activity, risk behaviors, healthcare system use, etc.) into lesson plans across subject areas. *Create a healthier school environment by aligning this Plan with school wellness plans/policies. *Engage the support of teachers, parents and students.
<b>Health Care Professionals</b>	*Understand priority health issues & use this Plan to remove barriers and create solutions for identified health priorities. *Share information from this Plan with your colleagues, staff, and patients. *Offer your time and expertise to local improvement efforts (Healthy Baker, committees, etc.) *Offer your patients relevant, counseling, education, and other preventive services in alignment with identified health needs.
<b>Government Officials</b>	*Understand priority health issues and identify the barriers & mobilize community leaders to take action by investing in programs and policy changes that help members of our community lead healthier lives.
<b>State and Local Organizations</b>	* Understand how Baker County compares with Peer Counties, Regional Peers, Florida and the U.S. population to make improved decisions about policies and programming.
<b>Funders</b>	*Understand issues related to healthy communities and align funding to meet priorities.
<b>Residents</b>	*Understand priority health issues to improve your health and the health of your neighbors, families and friends. *Use information from this Plan to start conversations with leaders about issues important to you and your family. *Volunteer your time/expertise for an event/activity, or donate to support health initiatives.

**FIGURE 1: PRIORITIES, STRATEGIC PLAN & HEALTH IMPROVEMENT PLAN ALIGNMENT**



**Table 2: Community Health Improvement Plan (CHIP) 2012-2016**

<b>GOAL 1: Prevent chronic diseases through prevention and intervention strategies.</b>				
<b>Health Improvement Objective</b>	<b>Strategies &amp; Activities</b>	<b>Timeline</b>	<b>Lead &amp; Resource Needed</b>	<b>Measure</b>
1.1 By 2020 decrease the age adjusted death rate-37.7 for <b>diabetes</b> to 19 per 100,000	Education, outreach, collaborations, awareness	3 per year	Baker County Health Department; Health Education	2014-31.7 2016-25.7 2020-13.7
1.2 By 2020 increase the % of women 40+ who received a mammogram-47.8% in the past year by 14.2%. <b>Cancer</b>	Education and outreach-awareness, access to primary and specialty care	2% per year	Baker County Health Department; Health Education	2014-49.74% 2016-51.76% 2020-60.67%
1.3 By 2020 decrease the age-adjusted incident rate-90.8 for <b>lung cancer</b> to 64 per 100,000	Education and outreach-awareness, oral exams, smoking	4 per year	Baker County Health Department; Health Education	2014-82.8 2016-74.8 2020-58.8
1.4 By 2020 decrease the age-adjusted death rate-126.8 <sup>1</sup> for coronary <b>heart disease</b> to 100.8 per 100,000.	Education, access to primary and specialty care, awareness	4 per year	Baker County Health Department; Health Education	2014-118.8 2016-110.8 2020-94.8
1.5 By 2020 decrease the age-adjusted death rate-55.2 <sup>2</sup> for <b>strokes</b> to 33.8 per 100,000.	Education, access to primary and specialty care, awareness	3 per year	Baker County Health Department; Health Education	2014-49.2 2016-43.2 2020-31.2
1.6 By 2020 decrease the % of adults diagnosed-36.6% <sup>3</sup> with <b>high-blood cholesterol</b> to 13.5%.	Education, access to primary and specialty care, awareness	2.89% per year	Baker County Health Department; Health Education	2014-30.82% 2016-25.04% 2020-13.48%
1.7 By 2020 decrease the age adjusted death rate-81.5 <sup>4</sup> for <b>CLRD-Chronic Lower Respiratory Diseases</b> . 35 per 100,000.	Education, access to primary and specialty care, awareness	6 per year	Baker County Health Department; Health Education	2014-69.50 2016-57.50 2020-33.50

<sup>1</sup> Florida Charts 2008-2010

<b><i>GOAL 2: Protect our people and our place.</i></b>				
<b><i>Health Improvement Objective</i></b>	<b><i>Strategies &amp; Activities</i></b>	<b><i>Timeline</i></b>	<b><i>Lead &amp; Resources Needed</i></b>	<b><i>Measure</i></b>
2.1 Improve <i>environmental health</i> through increased green spaces, improved water quality, access to recreation activities, planning of land use, and increased wildfire awareness.	Community, school, family gardens Outreach, inspections, disaster preparedness, accreditation	Establish benchmark	Scenario plan and funding, volunteers, campaign designs, green space plan Amy - campaign	2014-2016-2020-
2.2 Decrease <i>sexually transmitted-Chlamydia</i> disease reported-405.6 <sup>5</sup> to 387 per 100,000.	Education, Outreach, Public Relations, safe sex practices, HIV Coalition	4 per year	Social media campaign designs, volunteers, service learning, access to health care	2014-397.60 2016-389.60 2020-373.60
2.3 Improve safety and security of its residents by decreasing <i>unintentional injury age adjusted death rate</i> from 50.4 <sup>6</sup> in 2010 to 36 per 100,000 by 2020	Education, Outreach, Public Relations, car seat safety, teen driver safety	2 per year	Social media campaign designs, volunteers, service learning	2014-46.40 2016-42.40 2020-34.40
<b>2.4 Improved nutrition and physical fitness.</b> Benchmarks 5 school gardens, 1 community garden, and 10 Family	Employer, collaborations farmers market, Obesity prevention	Confirm benchmark	BCHD & HB-develop evaluation components BCHD develop partners, Campaign design	2014--+3 2016--+3 2020--+3

<sup>4</sup> Florida Charts 2008-2010

***GOAL 3: Promote health and prosperity.***

<b><i>Health Improvement Objective</i></b>	<b><i>Strategies &amp; Activities</i></b>	<b><i>Timeline</i></b>	<b><i>Lead &amp; Resources Needed</i></b>	<b><i>Measure</i></b>
3.1 By 2020 Reduce the % of High School youth who use tobacco products from 36.8% to 20.8%.	SWAT, Outspokn, Smoke free zones	↓ 2% per year	Social media campaign designs, volunteers, service learning	2014-32.8% 2016-28.8% 2020-20.8%
3.2 By 2020 the # of Medicaid/Medicare will increase by 10% to increase access to health care.	SMA, healthcare reform	Establish benchmark	BCHD-develop collaborative systems, awareness campaign	2014-+3.3% 2016-+3.3% 2020-+3.3%
3.3 Decrease births for 15 to 19 year olds from 65.7 2010 to 37 per 1,000 by 2020.	Outspokn, teen birth campaigns	↓ 3 per year	Collaboration networks-social service agencies awareness campaign	2014-57.7 2016-49.7 2020-33.7
3.4 By 2020 increase the percentage of low income persons with access to dental care from 36.2% to 48.2%.	Wrap around system, ministerial alliance, Expand Hrs	↑ 2 % per year	BCHD & HB-develop collaborative partners and dental access	2014-39.2% 2016-42.2% 2020-48.2%
3.5 Enhance collaborative services to expand capacity. Total partnership agreements	Local and regional studies, disaster preparedness	Establish benchmark	BCHD & HB-develop evaluation components and tracking	2014--+2 2016--+2 2020--+2
3.6 Enhance services/capacity through health workforce development. Number of Internships Number of Service Projects Number of Bright Futures Volunteer Hours	Employer, community and faith based collaborations	↑ Establish benchmark	BCHD & HB-develop evaluation components and tracking, chamber-workforce development integration, Campaign design & interns	2014- 2016- 2020-

<sup>7</sup>Florida Charts 2008-2010

## Appendix A: Community Dashboard Sample

Health Indicator Dashboard: Baker County Health Department		
Access to Health Services		
Adults with a Usual Source of Health Care	Comparison: FL Counties	
HMO Enrollment	Comparison: FL State Value	
Median Monthly Medicaid Enrollment	Comparison: FL Counties	
Cancer		
Age-Adjusted Death Rate due to Breast Cancer	Comparison: FL Counties	
Age-Adjusted Death Rate due to Cancer	Comparison: FL Counties	
Age-Adjusted Death Rate due to Colorectal Cancer	Comparison: FL Counties	
Age-Adjusted Death Rate due to Lung Cancer	Comparison: FL Counties	
Age-Adjusted Death Rate due to Prostate Cancer	Comparison: FL Counties	
All Cancer Incidence Rate	Comparison: FL Counties	
Breast Cancer Incidence Rate	Comparison: FL Counties	
Colon Cancer Screening	Comparison: FL Counties	

Colorectal Cancer Incidence Rate	Comparison: FL Counties	
Lung and Bronchus Cancer Incidence Rate	Comparison: FL Counties	
Mammogram History	Comparison: FL Counties	
Pap Test History	Comparison: FL Counties	
Prostate Cancer Incidence Rate	Comparison: FL Counties	
Prostate-Specific Antigen (PSA) Test History	Comparison: FL Counties	
County Health Rankings		
Clinical Care Ranking <span style="background-color: orange; color: white; padding: 2px 5px;">NEW</span>	Comparison: FL Counties	
Health Behaviors Ranking <span style="background-color: orange; color: white; padding: 2px 5px;">NEW</span>	Comparison: FL Counties	
Morbidity Ranking <span style="background-color: orange; color: white; padding: 2px 5px;">NEW</span>	Comparison: FL Counties	
Mortality Ranking <span style="background-color: orange; color: white; padding: 2px 5px;">NEW</span>	Comparison: FL Counties	
Physical Environment Ranking <span style="background-color: orange; color: white; padding: 2px 5px;">NEW</span>	Comparison: FL Counties	
Social and Economic Factors Ranking <span style="background-color: orange; color: white; padding: 2px 5px;">NEW</span>	Comparison: FL Counties	
Diabetes		
Adults with Diabetes	Comparison: FL Counties	

Age-Adjusted Death Rate due to Diabetes	Comparison: FL Counties		
<b>Disabilities</b>			
Adults who Use Special Equipment due to a Health Problem	Comparison: FL State Value		
Adults with Disability	Comparison: FL State Value		
<b>Exercise, Nutrition, &amp; Weight</b>			
Adult Fruit and Vegetable Consumption	Comparison: Prior Value		
Adults who are Obese	Comparison: FL Counties		
Adults who are Overweight or Obese	Comparison: FL Counties		
Teens who are Obese	Comparison: FL Counties		
Teens without Sufficient Physical Activity	Comparison: FL Counties		
<b>Food Safety</b>			
Salmonella Incidence Rate	Comparison: FL Counties		
<b>Heart Disease &amp; Stroke</b>			
Age-Adjusted Death Rate due to Cerebrovascular Disease (Stroke)	Comparison: FL Counties		
Age-Adjusted Death Rate due to Coronary Heart Disease	Comparison: FL Counties		

High Blood Pressure Prevalence	Comparison: FL Counties	
High Cholesterol Prevalence	Comparison: FL Counties	
Immunizations & Infectious Diseases		
Adults 65+ with Influenza Vaccination	Comparison: FL Counties	
Adults 65+ with Pneumonia Vaccination	Comparison: FL Counties	
Age-Adjusted Death Rate due to Influenza and Pneumonia	Comparison: FL Counties	
AIDS Incidence Rate	Comparison: FL Counties	
Chlamydia Incidence Rate	Comparison: FL Counties	
Gonorrhea Incidence Rate	Comparison: FL Counties	
HIV Incidence Rate	Comparison: FL Counties	
Kindergartners with Required Immunizations	Comparison: FL Counties	
Syphilis Incidence Rate	Comparison: FL Counties	
Tuberculosis Incidence Rate	Comparison: FL Counties	
Vaccine Preventable Disease Rate for All Ages	Comparison: FL Counties	
Maternal, Fetal & Infant Health		

Babies with Low Birth Weight	Comparison: FL Counties	
Infant Mortality Rate <span style="background-color: orange; border: 1px solid black; padding: 2px;">NEW</span>	Comparison: FL Counties	
Infants Born to Mothers >18 Years Old with <12 Years of Education	Comparison: FL Counties	
Live Birth Rate	Comparison: FL State Value	
Mothers who Received Early Prenatal Care	Comparison: FL Counties	
Preterm Births	Comparison: FL Counties	
Repeat Births to Mothers Aged 18-19 Years Old	Comparison: FL Counties	
Sudden Unexpected Infant Death (SUID) Rate	Comparison: FL Counties	
Teen Birth Rate	Comparison: FL Counties	
Mental Health & Mental Disorders		
Age-Adjusted Death Rate due to Suicide	Comparison: FL Counties	
Prevention & Safety		
Age-Adjusted Death Rate due to Unintentional Injuries	Comparison: FL Counties	
Respiratory Diseases		
Adults with Current Asthma	Comparison: FL Counties	

Teens with Asthma	Comparison: FL Counties	
<b>Substance Abuse</b>		
Adults who Binge Drink	Comparison: FL Counties	
Adults who Smoke	Comparison: FL Counties	
Alcohol-related Motor Vehicle Traffic Crashes	Comparison: FL Counties	
Arrests for Drug Abuse Rate	Comparison: FL Counties	
Driving Under the Influence Arrest Rate	Comparison: FL Counties	
Teens who Binge Drink	Comparison: FL Counties	
Teens who have Used Methamphetamines	Comparison: FL Counties	
Teens who Smoke	Comparison: FL Counties	
Teens who Use Alcohol	Comparison: FL Counties	
Teens who Use Marijuana	Comparison: FL Counties	
<b>Wellness &amp; Lifestyle</b>		
Self-Reported General Health Assessment: Good or Better	Comparison: FL Counties	
<b>Women's Health</b>		

Women of Childbearing Age	Comparison: FL State Value	
Public Safety		
Transportation Safety		
Age-Adjusted Death Rate due to Motor Vehicle Collisions	Comparison: FL Counties	
Bicyclist Death Rate	Comparison: FL Counties	
Motor Vehicle Crashes by Teen Drivers Rate	Comparison: FL Counties	
Pedestrian Death Rate	Comparison: FL Counties	
Social Environment		
Children's Social Environment		
Child Abuse Rates	Comparison: FL Counties	

<http://www.nefloridacounts.org/modules.php?op=modload&name=NS-Indicator&file=index&topic1=County&topic2=Baker&group=>

## Acknowledgments



### *Working Toward Wellness*

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**The DOH Baker County Health Department is an EEO/AE employer and service provider.**

If you need an accommodation in order to participate in our programs, please notify the Baker

 <b>HEALTHY BAKER</b> Taking the Pulse of the Community  <a href="http://www.healthybaker.org">www.healthybaker.org</a>	 <b>ERCEGI</b> <a href="http://www.ercegi.org">www.ercegi.org</a>	 <b>BAKER COUNTY</b> Preparing Our Future - Preserving Our Past  <a href="http://www.bakercountyfl.org">www.bakercountyfl.org</a>
 <b>Public Health</b> Prevent. Promote. Protect.  <a href="http://www.nefloridacounts.org">www.nefloridacounts.org</a>	 <b>HEALTH PLANNING COUNCIL</b> OF NORTHEAST FLORIDA  <a href="http://www.stjohnsriverrhn.org">www.stjohnsriverrhn.org</a>	 <b>Rural Health Network</b> Support Connect Improve  <a href="http://www.stjohnsriverrhn.org">www.stjohnsriverrhn.org</a>

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